



## **NORTH CAROLINA** Department of Transportation



# HBCU OUTREACH INITIATIVE

## Strategic Plan Overview

April 4, 2018

# THE HBCU OUTREACH INITIATIVE

The North Carolina Department of Transportation (NCDOT) has a focus on the state's Historically Black Colleges and Universities (HBCUs) and Minority Serving Institutions (MSIs), with a goal of supporting the long-term success of the institutions and their students. The HBCU Outreach Initiative leverages a strategic plan to outline its priorities and how the organization will achieve them.

The NCDOT HBCU Outreach Initiative was created to provide opportunities and pathways for universities to grow and sustain through innovative solutions for the industry and preparation of students for transportation sector careers.





# HBCU QUICK FACTS

- Historically Black College and University (HBCU).
- In the Higher Education Act of 1965, Congress officially defined an HBCU as a school of higher learning that was accredited and established before 1964, and whose principal mission was the education of African Americans.
- HBCUs are open to students of any race or ethnic background. An average of one in four HBCU students is from a race different from the one the school was intended to serve, with Asians and Latino students the fastest growing demographics.
- The first HBCU owned and operated by African Americans was Wilberforce University in Ohio, which was founded in 1856. It was named for William Wilberforce, an abolitionist. This school is still in operation.





# HBCU QUICK FACTS

- There are currently 101 HBCUs around the country.
- More than 20% of African-American college graduates receive their degree from HBCUs.

HBCUs generate \$14.8 billion in total economic impact for their local and regional economies.

- HBCUs generate 134,090 jobs for their local and regional economies. Of this total, 57,868 are on-campus jobs, and 76,222 are off-campus jobs.
- North Carolina is the home of 10 accredited HBCUs. Only the state of Alabama has more HBCUs than North Carolina; Alabama has eleven.



## HBCU QUICK FACTS

- North Carolina has 5 public and 5 private HBCUs.
- Shaw University is the oldest HBCU in the Southern, United States. It was founded in 1865.
- North Carolina A&T is the largest HBCU in the country with 12,000 enrolled students.
- Graduates from Spelman and Bennett (NC) Colleges contribute to over half of the nation's African American women who earn doctorates in all science fields.
- Current President of St. Augustine's University, Everett Ward, served as the NCDOT HBCU Outreach Director.

# OUR PROCESS



DISCOVER AND ANALYZE



DEFINE



PLAN



IMPLEMENT

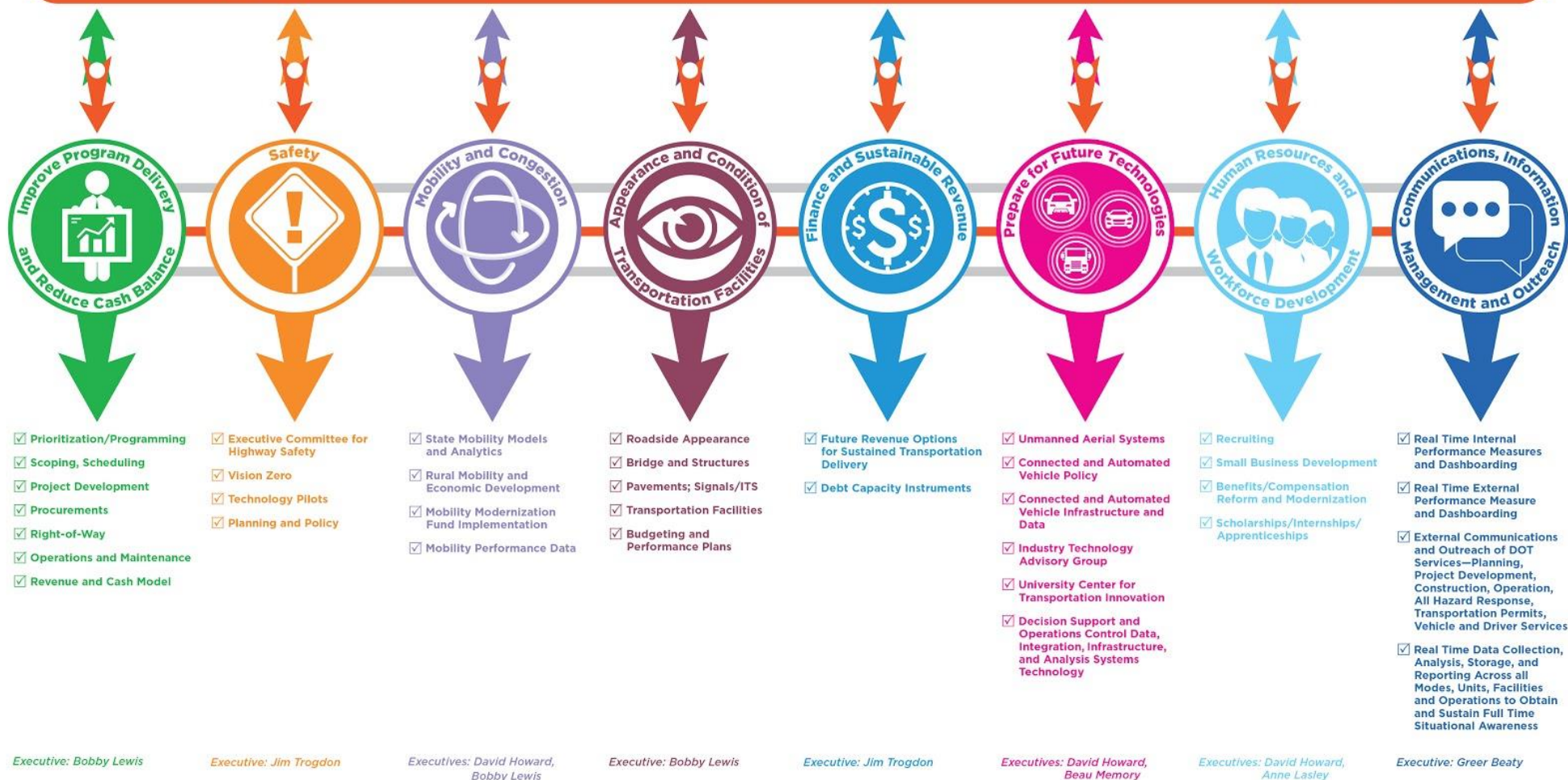
- Collaborative
- Comprehensive
- Data-driven
- Market-driven



# NCDOT Priorities and Work Groups

## Better Transportation Service for North Carolina

*Our Mission: Connecting people, products and places safely and efficiently with customer focus, accountability and environmental sensitivity to enhance the economy and vitality of North Carolina.*





## THE HBCU OUTREACH INITIATIVE STRATEGIC PLAN FRAMEWORK

**MISSION:** To create inclusion and opportunities for HBCUs/MSIs in the transportation industry.

**VISION:** Expand and diversify the transportation industry through the power of inclusion, and by strengthening the sustainable impact of North Carolina's Historically Black Colleges and Universities.

### PURPOSE

INFORM

PREPARE

CONNECT

WORK

SUSTAIN

### STRATEGIC PRIORITIES

Expand Diversity in the Transportation Industry Through Employment and Contracting

Value and Promote a Culture of Diversity and Inclusion at NCDOT

Establish Strategic Alliances and Advocacy Efforts

Strengthen the Sustainability of North Carolina's HBCUs/MSIs

Connect HBCUs and Minorities with Emerging Trends in Transportation

### OPPORTUNITY

*This framework supports the NCDOT Strategic Plan's workforce development and HR effort.*



# STRATEGIC PRIORITIES

## MISSION

To create inclusion and opportunities for HBCUs/ MSIs in the transportation industry.

## VISION

Expand and diversify the transportation industry through the power of inclusion, and by strengthening the sustainable impact of North Carolina's Historically Black Colleges and Universities.

### STRATEGIC PRIORITIES

**1**

**Expand Diversity in the Transportation Industry Through Employment and Contracting**

**2**

**Value and Promote a Culture of Diversity and Inclusion at NCDOT**

**3**

**Establish Strategic Alliances and Advocacy Efforts**

**4**

**Strengthen the Sustainability of North Carolina's HBCUs/ MSIs**

**5**

**Connect HBCUs and Minorities with Emerging Trends in Transportation**



## STRATEGIC PRIORITY 1

# EXPAND DIVERSITY IN THE TRANSPORTATION INDUSTRY THROUGH EMPLOYMENT AND CONTRACTING

## GOALS

1. Increase awareness of scale and impact of the transportation sector on America's infrastructure.
2. Provide additional training, collaboration and growth opportunities for minorities interested in employment or business within the Transportation industry.
3. Prepare minorities and DBE vendors with the skills necessary to address projected gaps in the industry.





## STRATEGIC PRIORITY 2

# VALUE AND PROMOTE A CULTURE OF DIVERSITY & INCLUSION AT NCDOT

## GOALS

1. Help prepare key student talent for NCDOT internships and employment.
2. Provide a more robust training and development experience for student interns around emerging trends in transportation.
3. Increase exposure and access for HBCU/MSI Interns and HBCU Graduates employed at NCDOT.
4. Strengthen NCDOT relationships with HBCUs/MSIs that have existing transportation degree and certification programs.



## STRATEGIC PRIORITY 3

# ESTABLISH STRATEGIC ALLIANCES AND ADVOCACY EFFORTS

## GOALS

1. Evaluate and recommend public/ private partnerships to fund programs at HBCUs/MSIs.
2. Create partnerships to connect HBCUs/MSIs that have transportation degree or certification programs with corresponding NCDOT modes.
3. Create a platform to connect NCDOT vendors and partner agencies with HBCUs/MSIs for collaboration and bilateral support.
4. Operate as Center of Excellence for minority involvement and establish the initiative as a Thought Leader.
5. Advocate for the initiative's impact on economic mobility within the state.





## STRATEGIC PRIORITY 4

## STRENGTHEN THE SUSTAINABILITY OF NORTH CAROLINA'S HBCUs/MSIs

### GOALS

1. Actively support and advocate for policies that advance HBCUs/MSIs at the state and federal level.
2. Increase HBCU/MSI student participation in the NCDOT Summer Internship Program.
3. Create value by helping to align the strategic direction for HBCU/MSI course offerings with the future of opportunities in the transportation industry.
4. Engage HBCUs/MSIs in transportation research that is innovative, creative and forward-thinking.
5. Help secure educational partnership support for HBCUs/MSIs.
6. Partner with existing HBCU/MSI entrepreneurship programs to create and educate more transportation- focused minority business owners.
7. Prepare HBCU/MSI students for transportation careers with minority business owners.
8. Partner with NCDOT HR to promote education on diversity and inclusion.





## STRATEGIC PRIORITY 5

# CONNECT HBCUs & MINORITIES WITH EMERGING TRENDS IN TRANSPORTATION

## GOALS

1. Proactively educate and increase awareness of changes in the transportation industry, as well as long-term projections about technologies and the workforce.
2. Provide recommendations for specific areas of focus aligned with projected transportation growth for each HBCU/MSI.
3. Increase transportation-focused innovation and research and development capabilities at HBCUs/MSIs.



# NEXT STEPS

1. Begin implementation with stakeholders and NCDOT partners
2. Advocate for the work
3. Incorporate feedback from today
4. Create a workplan to the list of Next Steps
5. Prepare Board and Governor to be champions of the work



# APPENDIX

## MARKET DRIVEN STRATEGY

**FOLLOW THE MARKET** by meeting industry trends and aligning with new markets that have emerged as a result of innovation, digitalization of processes and services, and disruptive technologies in the market such as Uber and Amazon delivery.

**ALIGN PROGRAMMING with NC DEPARTMENT OF EDUCATION CURRICULUM** for STEM, provided for K-12 and college level education.

**ENHANCE NC's ECONOMIC DEVELOPMENT BY CLOSING SKILLS GAPS** for skilled positions in transportation industry through K-12 vocational programming.

**DEVELOP VALUE CREATION AND SUSTAINABILITY FOR HBCUs** by developing programmatic capabilities and career paths that align with emerging trends in the market: supply chain, logistics, disruptive technologies, and entrepreneurship for transportation services (i.e. new majors or centers of excellence).

**SOLUTIONS FOR SKILLED AND PROFESSIONAL TALENT** by developing awareness and programming that prepares students and companies for roles that align with job growth projections in the market, which are primarily skilled, as well as professional roles.

**POSITION INITIATIVE AS BOOSTER FOR ECONOMIC MOBILITY FOR NC AND MINORITIES** which elevates the purpose to a broadened scope and impact.

**ESTABLISH PUBLIC/PRIVATE PARTNERSHIPS** by designing models and solutions to meet the objectives of our initiative with the transportation business community, education, government representatives and HBCUs/ MSIs in partnership to develop a framework and resources for addressing key challenges.

**PROMOTE LASER FOCUS ON CREATING OPPORTUNITIES** to connect HBCUs/ MSIs, students of color and minority businesses to the design and delivery of transportation solutions in the state.

**PROMOTE AND DEMYSTIFY ENTREPRENEURSHIP** as a career path for informed and prepared minorities, boosting economic development and diversity in transportation.